

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

30834 AUG 29 '21

Dated at 239 West 39th Street, New York City

August 22nd, 19 21

Register of Copyrights,
Library of Congress,
Washington, D. C.

AUG 29 1921

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59 and
60 of the Act of March 4, 1909, ~~XXXXXX~~ both of the deposited copies of the
2 copies motion picture film entitled The Careless Lead Pencil

deposited in the Copyright Office on and registered
under Class, XXc., No. ©CLM 2039

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address:

..... or
to Economist Film Service
at 239 West 39th Street, New York City

Signed *Ed. H. Haysport*
(Claimant of Copyright)

July, 1920-500

2 Copies Returned

SEP 30 1921

By [Signature]

O. E. - P. G. P.
SEP 30 1921

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SYNOPSIS OF "THE CARELESS LEAD PENCIL"

Mrs. Reynolds shares her daughter's pleasure at an invitation to attend a party. A new gown being inevitable, they are seen rushing for the first train to the city. The garment is selected, and the saleswoman readily promises to have alterations completed and delivery made "by Parcel Post, Special Delivery" in ample time for its use on the festive occasion. Unfortunately, altho in many ways quite capable, this saleswoman was of the "oversure" type who neglected to repeat the name and address to each customer, to verify its accuracy and she had made a slight error in setting it down. The gown was altered in time but sent to the wrong address. It came back to the store, went through the routine departments of Returned Goods and when it was finally offered for delivery at the Reynold's home, the party date had passed. The parcel was refused. Mrs. Reynolds, chagrined at her daughter's disappointment, closed her account. In addition to the firm's loss in value of a garment, altered and mis-handled, they also lose a valuable customer and the good will of and old patron.

The thought of this film is one never over emphasized, "be sure that the address is correct before your customer leaves."

QUERIES ON "THE CARELESS LEAD PENCIL"

1. What is the purpose of your salescheck? (Explain in full giving name and reason for each separate sheet and its various parts)
2. Give an example where to your own knowledge "a careless pencil" was "a trouble maker." Have you ever had any goods returned because of an error in salescheck?
3. Which is most important, the making out of a "charge send" salescheck, a "charge take with," "pay take with" or "C.O.D.?" Is it of more vital importance to the firm having charge customers than it is to one doing only a cash business? In other words does a cash business lessen the complication and necessity for careful salescheck records?
4. How might the error of the salesgirl in getting incorrect address have been immediately "caught?" Why did not the Shipping Department note and change it?
5. Estimate the loss of time to customer and to the business, caused by the error in address, proving that "time is money." Calculate the unnecessary expense connected with the various deliveries, messages and depreciation of value of goods.
6. Do you blame the customer for closing her account? Put yourself in her place. Competition invited her elsewhere. Would you have gone? Who was actually at fault in the whole situation and who received the criticism?
7. What are some other equally possible frequent and grave errors, occurring daily and accounting for unnecessary "waste" in the business? Can you estimate, in any way, the possible loss of customer's business, due to these errors of carelessness and neglect? Have you ever considered the connection between fewer errors and higher salaries?

ANSWERS TO QUERIES ON "THE CARELESS LEAD PENCIL"

1. When you stop to consider the large number of customers and the volume of sales making up the business of each day, the importance of a careful record is very evident. Each customer expects to be treated, at least so far as money goes, as if she were the only customer. The sale of the paper of pins must be as correctly recorded as that of the fur coat. The customer expects it and so does the firm. This is only good business. This is the purpose of the salescheck.

The salescheck not only protects the customer but the salesclerk. In that every sale involves not only the customer's money but the store's merchandise, the salesclerk, for his own protection, must have absolute record of the exchange of the two. This makes up the sale. The salescheck also serves as a record of the department's business from day to day and as a means of final "checking up" of sales and profits. In fact, business could not be done without the salescheck.

Though based upon the same principles of business, saleschecks differ in form in various stores. Some are arranged in duplicate form, others in triplicate. The different parts of each (address coupon, body and vouchers) also differ. The salesclerk should be thoroughly acquainted with his own form of salescheck, as a whole and with each of its separate sections, knowing the exact purpose of each. Such definite knowledge of the salescheck is necessary in order to avoid errors, as the result of not using it correctly. It also makes the work more interesting in that the salesclerk then realizes the great importance of each separate sheet and its various parts. He then sees the reason for filling out every line of the original, with the readable, correct information necessary to complete records.

2. A visit to the Returned Goods Section of the Shipping Department will show, in most instances, a deplorable number of examples of "Careless Lead Pencil" errors. A trip to the Bookkeeping Department or to the Adjustment Department will increase the list of needless troubles due to carelessness in making out the salescheck. Seeing is believing -- make these trips.
3. Discuss from the ~~view~~ point of your own form of salescheck and method of doing business.
4. Had the salesclerk turned the salescheck with its written address to the customer for her to read and rectify, the error in address no doubt would have been noted immediately. For this very reason many stores insist upon this as a part of making out saleschecks recording the sale of goods to be sent. It is a safer method of avoiding errors than repeating the address. The eye is likely to be more accurate than the ear.

This Shipping Department evidently did not carefully authorize all its "charge send" addresses before routing the parcels. A well managed Shipping Department usually knows the addresses of the charge customers of long standing and sees that addresses are correct.

5. It is possible and interesting to do this, using your own store and its transactions as the basis for this problem in "Wastes and Leaks." (The results will be surprising and convincing beyond doubt, that every careless lead pencil is a needless heavy expense to the business. You may judge the depreciation of merchandise losses by observing the condition of your own Department's Returned Goods.

ANSWERS TO QUERIES ON "THE CARELESS LEAD PENCIL"

6. The store promises honest business and courteous service. When this is not given the customer's confidence in the store is lost, She then feels safer and happier buying where she is given the service promised. The most unfortunate feature of the closing of her account was that management and ~~not~~ the careless lead pencil was criticized for the unsatisfactory ~~service~~.
7. Incorrect figuring, and wrong addresses (due not to careless writing but to careless hearing) make up the largest number of errors in the average store. Failure to give complete and correct description of the merchandise sold is another cause of unnecessary loss of time, money and customers. The evident loss of money due to all errors in the business, whatever the cause, must be met. The greater the proportion of profits necessarily appropriated to error expense, the less there is to be appropriated to increase of business and salaries.

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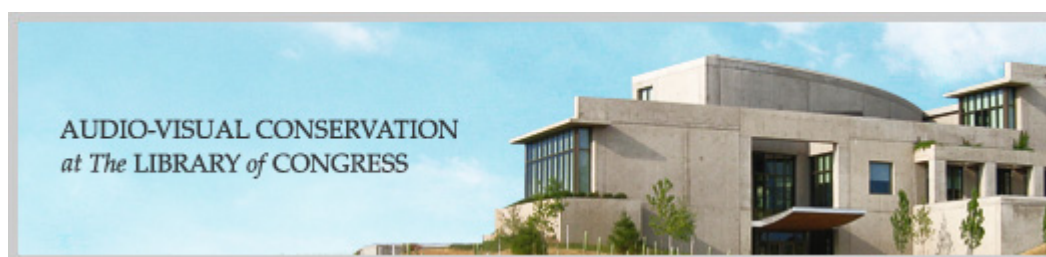
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